

Emily Boes Luedecke // Creative Director & Copywriter

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Experience

Multiple Agencies & Organizations // Freelance Creative Director // 2021 - 2022 Highlights

Led a winning new business pitch for VIRTUE/VICE Media; client stated we, "won by a landslide"
Ideated a year's worth of 360 campaign creative for Kona Beer including broadcast, events activations, retail & social media
Transcreated multiple TV commercials for Olay with a focus on Asian-American women
Created a library of content for a startup in the funeral industry; provided content strategy & copy across multiple websites
Scripted multiple TV commercials and print ads for Tobacco Free California utilizing dark humor

Apple Inc. // Freelance ACD // 2020 - 2021

Supervised & mentored a team of creatives; provided creative direction & facilitated positive cross-functional team collaboration
Led copywriting for the launch of Apple Watch & the new iMac across all global third party channels
Informed new workflows & copy approval procedures; provided feedback on current & future hires
Presented work to executive level approvers; interpreted & communicated actionable feedback to the team

Multiple Agencies & Organizations // Freelance ACD // 2019 - 2020 Highlights

Led a winning new business pitch for Athleta; ideated & wrote multiple brand platforms to build out original 360 campaign creative
Created a narrative structure & manifesto for a winning Harley-Davidson pitch; this ultimately led to award-winning digital work
Wrote a massive number of broadcast commercials appealing to underserved communities for Covered California
Cultivated long-standing relationships with juniors; focused on providing guidance to women & nonbinary people
Created OLVs, print & bespoke social campaign for Dignity Health

Doremus // Freelance Creative Director // 2018 - 2019

Creative lead & copywriter on integrated campaign for Capital One with a focus on video & social
Led on-set production working with clients & directors; interviewed small business owners to create original content & social videos
Brought in additional business from existing clients thanks to positive relations & performance
Developed creative for LEGO Education and Intel including large-scale events, social & video

Google // Freelance Creative Lead // 2017 - 2018

First writer for a small embedded team at Google; partnered & collaborated with clients, inventors, designers & developers
Led creative concepting & copywriting for Chrome, Android, Jacquard X Levi's, Waymo & more
Defined new creative processes & team structures; developed & trained coworkers on hiring practices

Apple Inc. // Copywriter & Senior Copywriter // 2014 - 2017

Primary writer for multiple global launches including original launch of Apple Music, iPad Pro & Apple Pencil
Created campaigns for Apple TV's original series "Carpool Karaoke" & "Planet of the Apps"
Led App Store social media; developed editorial calendar for evergreen content & specialty campaigns like "Games for (RED)"
Partnered with & supervised vendors to ensure creative consistency between editorial & advertising teams

Team One // Copywriter // 2013 - 2014

Largely responsible for all content strategy & copy development during Lexus.com rebrand
Successfully pitched & created one-of-a-kind emerging tech experience
Contributed to art direction for photo & video shoots; assisted with wardrobe styling, location scouting & more

Goodby, Silverstein & Partners // Junior Copywriter // 2012 - 2013

Executed a unique interactive digital launch experience for the 2014 Chevrolet Silverado
Organized & presented work directly to clients including web, print, event collateral & radio creative

Moonracer // Instructional Designer // 2011 - 2012

Designed & wrote e-learning courses used for in-person & online corporate training
Wrote & edited technical documents; worked with developers to ensure correct documentation

CORRAL Riding Academy (Nonprofit) // Director of Operations // 2009 - 2011

Wrote grants at a 75% success rate; researched private & government funding opportunities
Provided mentorship to at-risk & adjudicated youth in the form of academic tutoring, job training, and equine-assisted learning
Recruited, screened & trained over 50 volunteers; managed their schedules & provided on-site supervision
Led fundraising through events, farm tours, speech-writing, & board development
Liaised with public school administrators, court systems & child guardians to ensure consistent care for participants

Hard & Soft Skills

Proficient with Google Drive, Microsoft Office & Apple software // Competent within many design programs including Adobe InDesign, Illustrator & basic Photoshop // Learning Spanish // Culturally curious // Digitally savvy & trend-informed // Nonverbal communication specialist // Bold decision-maker // Passionate & empathetic leader // Enneagram 8 (The Challenger) // Collaborative, eclectic & brave